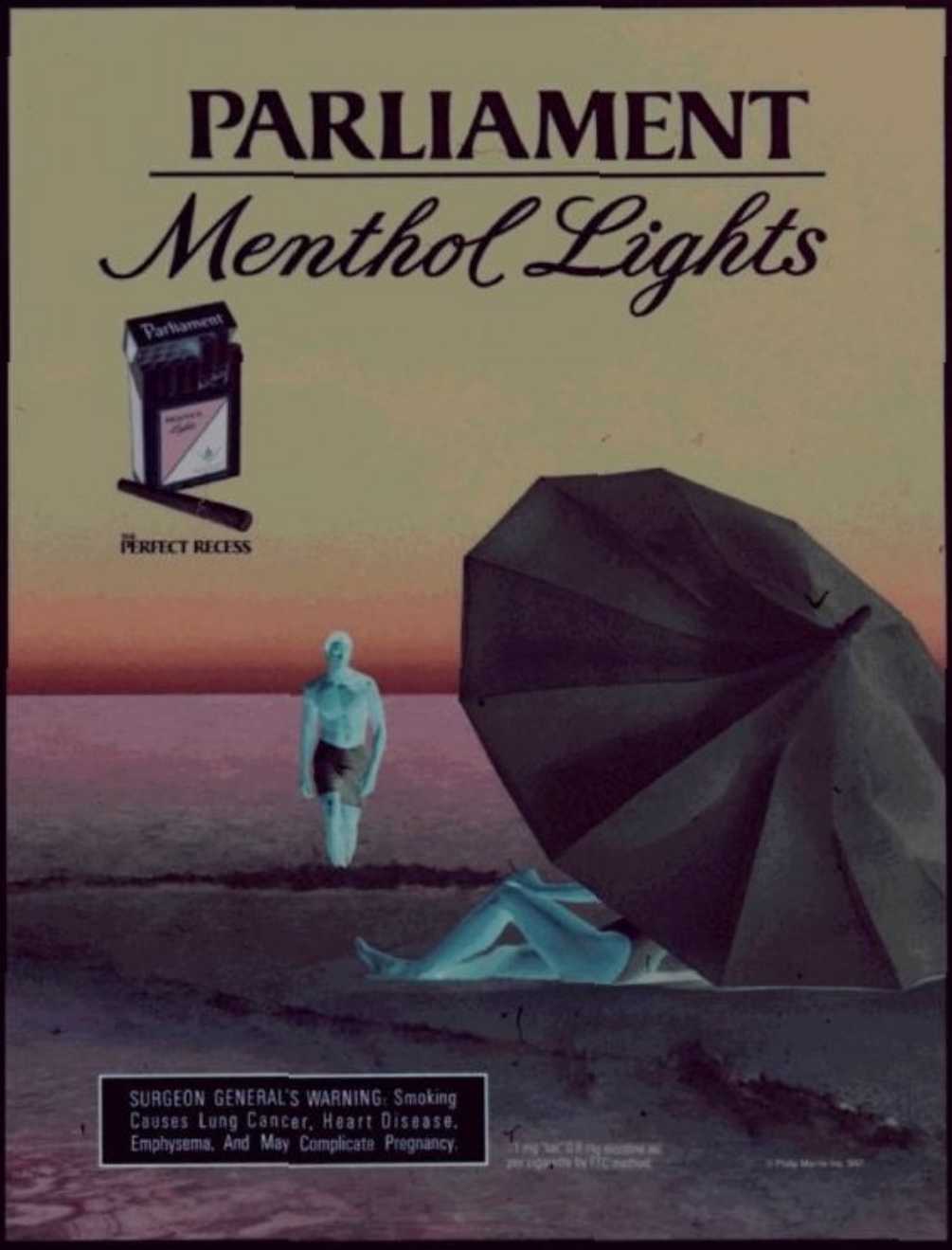
PARLIAMENT
Menthol Lights
Parliament
THE PERFECT RECESS
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

PHILIP MORRIS INC.
THIS ADVERTISEMENT PREPARED BY YOUNG & RUBICAM NY

Job Number:	M7612	Warning Statement:	A
Ad Number:	PAR 1279 A2	Warning Exhibit:	2
Title:	Umbrella - Consumer Size 2Q-RWS	Qty. of Cover Date:	2
Ad Size:	Consumer Magazines	Cover Date:	April 1997
	Bleed: 8 1/2" x 11 1/8" Live: 7" x 10"	T&N:	10 pt
Publications:	Consumer Publications	Year:	© 1997

Codes: PMUPAR (15-1-12) SH 0297 Art—R. McDuffey/ F.Corbo Acct Mgt.—C.Wilson

2nd QUARTER

IMPORTANT NOTICE FOR MATERIALS COVERED BY INSERTION ORDERS FOR PUBLICATIONS HAVING A COVER DATE ENCOMPASSING ONE MONTH OR LESS

IMPORTANT NOTICE

This advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and a "tar" and nicotine line which must appear in all cigarette advertising. Check proofs and repro materials you receive to be certain they match each other. UNDER NO CIRCUMSTANCES ARE YOU TO RUN, SUBSTITUTE, MATERIALS, ALTER OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM THE AGENCY SUBMITTING MATERIALS OR USE THESE MATERIALS ON ANY DATE(S) OTHER THAN SHOWN ON THE INSERTION ORDER UNLESS YOU RECEIVE A SUBSEQUENT INSERTION ORDER AUTHORIZING A REPEAT. These materials may appear only in publications with a cover date between the period April 1 through June 30. You must destroy these materials to avoid their improper use after this period.

2061037153

Source: https://www.industrydocuments.ucsf.edu/docs/kghb0003